

IN THE CLAIMS

1. (Currently Amended) A method of transformational bidding with rebates and discounts in an electronic online auction performed by a computer server, the method comprising:
  - receiving a first bid from a first bidder and a second bid from a second bidder over a network, wherein at least one of a rebate and discount is offered with at least one of the first and second bids, and wherein the first and second bidders are seller bidders;
  - in response to the first and second bids, assigning a first value and a first unit of measurement for the first bid and a second value and second unit of measurement for the second bid using in part the at least one of a rebate and discount offered with at least one of the first and second bids; and
  - transforming the first and second values to third and fourth values, respectively, having a standard unit of measurement, the third and fourth values representing the first and second bids of the first and second bidders in view of the standard unit of measurement.
2. (Original) The method of claim 1 wherein the transforming comprises:
  - determining a first transformation factor for the first value;
  - determining a second transformation factor for the second value; and
  - converting the first value using the first transformation factor and the second value using the second transformation factor.
3. (Original) The method of claim 1 wherein the transforming comprises:

performing a linear transformation for the first and second values having at least one of a multiplicative adjustment and an additive adjustment.

4. (Original) The method of claim 2 wherein the transforming comprises:  
multiplying the first value by the first transformation factor and the second value by the second transformation factor.
5. (Original) The method of claim 2 wherein the determining comprises:  
searching on a look-up table for the first and second transformation factors; and retrieving the first and second transformation factors in accordance with the search.
6. (Original) The method of claim 2 wherein the determining comprises:  
identifying a first set of transformation variables for the first value and a second set of transformation variables for the second value;  
specifying a first transformation function to derive the standard unit of measurement using the first value and the first set of transformation variables and a second transformation function to derive the standard unit of measurement using the second value and the second set of transformation variables;  
receiving a value for each of the first set of transformation variables and the second set of transformation variables; and  
calculating the first transformation factor using the received values and the first transformation function and the second transformation factor using the received values and the second transformation function.

7. (Original) The method of claim 1 wherein the receiving comprises:
  - electronically coupling the first and second bidders to an auction coordinator during the auction; and
  - submitting the first and second bids to the auction coordinator online during the auction.
8. (Original) The method of claim 1 further comprising:
  - receiving at least one additional bid having an additional value from at least one additional bidder; and
  - transforming the additional value to a converted value having the standard unit of measurement.
9. (Original) The method of claim 1 further comprising:
  - conducting the auction as a reverse auction.
10. (Original) The method of claim 1 further comprising:
  - conducting the auction as a forward auction.
11. (Original) The method of claim 1 further comprising:
  - soliciting potential bidders.
12. (Original) The method of claim 11 wherein the soliciting comprises:
  - preparing a request for quotation;
  - providing the request for quotation to potential bidders; and

requesting the potential bidders to respond to the request for quotation.

13. (Original) The method of claim 12 wherein the requesting comprises:  
identifying goods to be purchased.
14. (Original) The method of claim 13 wherein the requesting comprises:  
identifying services to be purchased.
15. (Original) The method of claim 1 wherein the transforming comprises:  
determining the standard unit of measurement according to a buyer comparative bid parameter.
16. (Currently Amended) The method of claim 1 further comprising:  
detransforming the third value to a fifth value having the second unit of measurement;  
detransforming the fourth value- to a sixth value having the first unit of measurement;  
and  
transmitting the fifth value to the second bidder and the sixth value to the first bidder,  
wherein the fifth value represents the first bid from the first bidder in view of measurement  
units of the second bidder, and wherein the sixth value represents the second bid from the  
second bidder in view of measurement units of the first bidder.
17. (Original) The method of claim 1 further comprising:  
comparing the third and fourth values;  
and ranking the third value with respect to the fourth value.

18. (Original) The method of claim 17 further comprising:  
displaying the ranking to a buyer.

19. (Currently Amended) A computer system for transformational bidding with rebates and discounts in an electronic-online auction, the system comprising:  
a database for receiving and storing bid information, including rebates and discounts, from at least one bidder over a network, wherein the at least one bidder is a seller bidder; and  
software a processing unit coupled to the database for transforming the bid information from the database into values having a standard unit of measurement using in part the rebates and discounts from the at least one bidder, wherein the values having the standard unit of measurement are recognizable by a buyer of the online auction.

20. (Original) The system of claim 19 further comprising:  
a database for storing a lookup table of transformation factors that convert the bid information into the values having the standard unit of measurement.

21. (Original) The system of claim 19 wherein the standard unit of measurement comprises a buyer comparative bid parameter.

22. (Original) The system of claim 21 wherein the buyer comparative parameter comprises a net present value.

23. (Original) The system of claim 19 wherein the auction comprises a reverse auction.

24. (Original) The system of claim 19 wherein the auction comprises a forward auction.

25. (Currently Amended) A machine readable medium for storing instructions when executed, cause a processor to perform a method that transforms bids with rebates and discounts in an electronic online auction, the method comprising:

receiving a first bid from a first bidder and a second bid from a second bidder over a network, wherein at least one of a rebate and discount is offered with at least one of the first and second bids, and wherein the first and second bidders are seller bidders;

in response to the first and second bids, assigning a first value and a first unit of measurement for the first bid and a second value and second unit of measurement for the second bid using in part the at least one of a rebate and discount offered with at least one of the first and second bids; and

transforming the first and second values to third and fourth values, respectively, having a standard unit of measurement, the third and fourth values representing the first and second bids of the first and second bidders in view of the standard unit of measurement.

~~a first machine readable code that receives bid information from a bidder;~~

~~a second machine readable code that receives at least one of a rebate and discount from the bidder;~~

~~a third machine readable code that generates a transformed bid using the bid information and the at least one of the rebate and discount; and~~

~~a fourth readable code that transmits the transformed bid information to an auction server to generate a relative comparison of bids on a common competitive basis.~~